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|-------------------------------|------------------------|---------------------|--|
| <b>Notice of Allowability</b> | <b>Application No.</b> | <b>Applicant(s)</b> |  |
|                               | 09/973,572             | GVILY, YANIV        |  |
|                               | <b>Examiner</b>        | <b>Art Unit</b>     |  |
|                               | Clement B. Graham      | 3692                |  |

**-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--**

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to 9/6/2007.
2. ☒ The allowed claim(s) is/are 1-32.
3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
  - a) ☐ All   b) ☐ Some\*   c) ☐ None   of the:
    1. ☐ Certified copies of the priority documents have been received.
    2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
    3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

\* Certified copies not received: \_\_\_\_\_.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.  
**THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.**

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
5. ☐ CORRECTED DRAWINGS ( as "replacement sheets") must be submitted.
  - (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review ( PTO-948) attached
    - 1) ☐ hereto or 2) ☐ to Paper No./Mail Date \_\_\_\_\_.
  - (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date \_\_\_\_\_.

Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

**Attachment(s)**

- |  |  |
|--|--|
| <ol style="list-style-type: none"> <li>1. <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)</li> <li>2. <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)</li> <li>3. <input type="checkbox"/> Information Disclosure Statements (PTO/SB/08),<br/>Paper No./Mail Date _____</li> <li>4. <input type="checkbox"/> Examiner's Comment Regarding Requirement for Deposit<br/>of Biological Material</li> </ol> | <ol style="list-style-type: none"> <li>5. <input type="checkbox"/> Notice of Informal Patent Application</li> <li>6. <input type="checkbox"/> Interview Summary (PTO-413),<br/>Paper No./Mail Date _____</li> <li>7. <input type="checkbox"/> Examiner's Amendment/Comment</li> <li>8. <input checked="" type="checkbox"/> Examiner's Statement of Reasons for Allowance</li> <li>9. <input type="checkbox"/> Other _____</li> </ol> |
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### EXAMINER'S AMENDMENT

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Patrick Buckley November 29, 2007.

The application has been amended as follows:

Claims 1, 14, 20, 24-25, and 32 has been replaced by --

--1. (currently amended) A computer implemented method in a network for transmitting information between a web browser and a proxy server, comprising:

encoding, initiating and sending an HTTP request from the web browser to a proxy server, the HTTP request having a script identifier, wherein the proxy server is disposed between the web browser and a resource associated with the HTTP request;

decoding the request and extracting, at the proxy server, the script identifier from the HTTP request, and thereafter searching a database for the script associated with the script identifier;

executing, at the proxy server, the script associated with the script identifier at the proxy server;

generating, at the proxy server, a result from the script associated with the script identifier; [[and]]

discarding the request without forwarding the request to the Internet; and transmitting the result from the proxy server to the web browser.--

Claim 2 has been replaced by --

--14. (currently amended) A computer implemented method for a user to access a website through a proxy impersonating the user, comprising:

encoding and sending an Internet Protocol (IP) message from the user to the proxy; receiving the IP message at the proxy;

decoding and parsing the IP message at the proxy, extracting a script identifier from the IP message, and thereafter searching a database for the script associated with the script identifier;

executing, at the proxy, the script associated with the script identifier;

generating, at the proxy, a result from the script associated with a script identifier; [[and]]

discarding the IP message without forwarding the IP message to the Internet;

and

sending the result from the proxy to the user.--

Claim 20 has been replaced by --

--20. (currently amended) In a network having a plurality of users with web browsers and connected for accessing websites via the Internet, a database, and a proxy for impersonating a user, the proxy comprising:

a server for executing scripts that are stored in the database and that represent executable programming code, the server executing the scripts in order to request information from a specific user, to request information from a website to be accessed by the specific user, and to use the requested information to generate results for the specific user, wherein the server is disposed between the web browsers and the websites for interrogation of communication there between;

wherein the server receives an encoded HTTP message from the web browser of the specific user when access to the website is requested, such message including a script identifier for a script to be executed by the server in order to access the website;

wherein the server decodes and extracts the script identifier from the HTTP message, discards the message without forwarding the message to the Internet, and executes the identified script; and

wherein in response to execution of the identified script the server requests information from at least one of the specific user and the website, uses such

information in further executing the identified script, and provides a result to the specific user.--

Claim 24 has been replaced by --

--24. (currently amended) In a network having a plurality of users with web browsers and connected for accessing websites via the Internet, a data storage means, and a proxy for impersonating a user, the proxy comprising:

server means for executing scripts stored in the data base means in order to request information from a specific user, wherein the server means is disposed between the web browsers and the websites for interrogation of communication there between;

request information from a website to be accessed by the specific user, and use the requested information to generate results for the specific user; wherein the server means receives an encoded HTTP message from the specific user when access to the website is requested, such message including a script identifier for a script to be executed by the server means in order to access the website;

wherein in response to receiving the HTTP message the server means decodes and extracts the script identifier from the HTTP message, discards the message without forwarding the message to the Internet, and executes the identified script; and

wherein in response to execution of the identified script the server means requests information from at least one of the specific user and the website, uses such information in further executing the identified script, and provides a result to the user.--

Claim 25 has been replaced by --

--25. (currently amended) A network comprising:

a plurality of users, each user having a web browser for accessing websites via the Internet; and

a proxy for impersonating specific users and for connecting those users to the Internet wherein the proxy is disposed between the web browsers of the plurality of users and the Internet such that communication between the web browsers and the Internet flows through the proxy;

wherein the proxy server receives an encoded HTTP request from a user having personal information relating to the user, such personal information also relating to a specific website; and wherein the proxy decodes and extracts the personal information from the HTTP request and uses the extracted personal information to obtain results for the user and further wherein the proxy server discards the HTTP request without sending the HTTP request to the Internet.

Claim 32 has been replaced by --

--32. (currently amended) In a network having a plurality of users connected for accessing websites via the Internet, a database, and a proxy for impersonating a user, the proxy comprising:

a server configured to intercept encoded HTTP messages between a specific user and the websites;

wherein the server receives an encoded HTTP message from a specific user, such message including personalized information for the specific user;

wherein the server decodes and extracts the personalized information from the HTTP message, and uses such personalized information to provide a result to the user and further wherein the server is to discard the HTTP message without forwarding the HTTP message to the Internet; and

wherein the personalized information extracted by the server is stored in the database, so that when the server subsequently receives an HTTP message from the user, the stored personalized information can be used by the server without requesting such information from the user.—

#### **Allowable Subject Matter**

Claims 1, 14, 20, 24, 25, and 32 are allowed.

The following is a statement of reasons for indication of allowable subject matter. The prior art fails to teach, or suggest, the limitations of:

" wherein the server decodes and extracts the script identifier from the HTTP message, discards the message without forwarding the message to the Internet, " (as in independent Claims 1, 14, 20, 24, 25, and 32);

**Reiche (US PATENT NO: 6, 092, 196)** discloses the present invention relates to the field of data and computer network security. This large field can further be divided into three security-related layers: privacy, authentication, and access control. Privacy is the protection of transmitted data from eavesdropping or wiretapping. It requires that the contents of any message be disguised in such a way that only the intended recipient can recover the original message, file, document, or other collection of data is said to be authentic when it is genuine and came from its alleged source. Message authentication is a procedure that allows communicating parties to verify that received messages are authentic. Neither this Patent, alone nor in combination with others, disclose nor teach wherein the server decodes and extracts the script identifier from the HTTP message, discards the message without forwarding the message to the Internet.

**Eder (US Pub: 20010034686)** discloses the internet has had many profound effects on commerce in America and the world. The dramatic increase in the use of email, the explosion of e-commerce and the meteoric rise in the market value of internet firms like E Bay, Amazon.com and Yahoo! are some of the more visible examples of the impact it has had on the American economy. One of the least publicized impacts of the internet revolution is that it has led many to search for a new method for systematically evaluating the value of commercial businesses. This search is being motivated by the multi-billion dollar valuations being placed on internet companies like Amazon.com, Yahoo and E-Bay that have never earned a dollar of profit. Even worse, from the traditional point of view, these companies have no prospect of earning a dollar of profit any time soon. The most popular traditional approaches to valuation are all based on some multiple of accounting earnings (a price to earnings ratio or P/E ratio)--with no earnings in the past or the foreseeable future--these methods are of course useless. The inability of traditional methods to provide a framework for analyzing the continued rise in the market valuations for internet firms is just one example of the weakness of traditional financial systems. Numerous academic studies have demonstrated that accounting earnings don't fully explain changes in company valuations and the movement of stock prices. Many feel that because of this traditional accounting systems

are driving information-age managers to make the wrong decisions and the wrong investments. Neither this publication, alone nor in combination with others, disclose nor teach wherein the server decodes and extracts the script identifier from the HTTP message, discards the message without forwarding the message to the Internet.

**Horsfall (US Pub: 20030083973)** discloses a communications network for transmitting electronic messages; a plurality of trader order input devices connected to the communications network, each for generating electronic orders including bid and/or offer orders and for communication to traders of order information received from other input devices over the network; at least one broker order input device connected to the communications networks for generating electronic orders including bid and/or offer orders on behalf of a selected one of a plurality of client traders and for communication to a broker of order information received from other input devices over the network; at least one matching engine connected to the network for matching bid and offer orders input into the system from the order input devices and for executing deals where prices are matched; and a market distributor connected to the network for distributing order price messages to the order input devices, the market distributor being responsible to the order messages and the matching engine.

Neither this publication, alone nor in combination with others, disclose nor teach wherein the server decodes and extracts the script identifier from the HTTP message, discards the message without forwarding the message to the Internet.

**m-Commerce Initiative Launched By InstantService.com and MobileUSA.com;  
Live Interaction for e-commerce Sales and Service Anywhere.**

**Busisness Editors, Technology Writers. Business Wire. New York: July 19, 2000.**  
p. 1) discloses instantService.com, a privately-held company based in Seattle, Washington, provides real-time communications capability to enhance the customer experience on eCommerce sites. With Instant Service live online interaction technology, a Web site visitor can start a secure, text-based chat session with a sales or customer service agent at any time, enabling companies to use the power of live human interaction to increase sales and strengthen customer relationships. Instant Service live

online technology is delivered through the Application Service Provider (ASP) model for fast, cost-effective implementation and use. For more information on Instant Service live online interaction technology, go to [www.instant-service.com](http://www.instant-service.com) or call 206-956-8000. A site visitor can access the Instant Service application at any time from anywhere - even through mobile connections, corporate firewalls and proxy servers - using any standard, Java-enabled web browser. Agents can select a specific customer from the queue to initiate an Instant Service session, manage up to five sessions simultaneously, and transfer a session to another department or agent in real-time. During an Instant Service session, agents can answer questions and serve as online tour guides by pushing web pages and other content to the visitor's desktop. To speed interaction, companies can build Response Libraries of pre-defined content that are organized under separate tabs for URLs, Text and Files in the agent interface. Account setup, customization and reporting are managed through the InstantService online Account Administration interface.

Neither this publication, alone nor in combination with others, disclose nor teach wherein the server decodes and extracts the script identifier from the HTTP message, discards the message without forwarding the message to the Internet.

### **Conclusion**

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Clement Graham whose telephone number is (571) 272-6795. The examiner can normally be reached on 8:30am-5:00pm M-F.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Kambiz Abdi can be reached on (571) 272-6702. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status




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information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

C GRAHAM  
Art Unit 3692  
Nov 27, 2007

  
FRANTZY POINVIL  
PRIMARY EXAMINER  
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